

The power of narrative images

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The Power of Narrative Images: A Visual Semiotic Analysis of Consumer and Brand Messages in Social Media

Van
Stefania Farace

1. We challenge the belief that photos merely serve as memorable representations of consumers' personal life stories (Chapter 2).
2. Regular and irregular visual patterns, of identical objects, and ad headlines have a joint effect on consumer evaluations of the advertised product (Chapter 3).
3. Consumers are surrounded by visual patterns, but despite their vast presence, their influence on consumer behavior still is not sufficiently understood (Chapter 3).
4. Narrative images are a powerful method for content managers to convey stories about brands in social media platforms (Chapter 4).
5. Visual and textual modes have different purposes and limitations and, therefore, need to be carefully considered when combined to create engaging stories for consumers to be shared on social media platforms (Valorization).
6. The most important thing in communication is hearing what isn't said (Peter Drucker).
7. Marketing is no longer about the stuff that you make but about the stories you tell (Seth Godin).
8. I never read. I just look at pictures (Andy Warhol).
9. Online daters think "duck face" is hot; college students think duck face means you're a slacker; and scientists think duck face means you are emotionally unstable (Business Insider 2016).
10. If content is King, then images are the Emperor

